



Company/Supplier name: AMS Media Group Ltd

Publication date: 10<sup>th</sup> March, 2024

### Commitment to achieving Net Zero

AMS Media Group is committed to achieving Net Zero emissions by 2030.

### Baseline Emissions Footprint

Baseline emissions are a record of the greenhouse gases that have been produced in the past and were produced prior to the introduction of any strategies to reduce emissions. Baseline emissions are the reference point against which emissions reduction can be measured.

<b>Baseline Year: 2023</b>	
<b>Additional Details relating to the Baseline Emissions calculations.</b>	
<p>In 2022 we first appointed an independent consultancy to measure our organisational carbon footprint for the year Jan-Dec 2023, and the resulting figures now form the baseline against which all future reporting will be compared.</p> <p>The greenhouse gas accounting standards are fully aligned with the GHG Protocol whereby organisational footprints must include all Scope 1 and 2 emissions, and certain Scope 3 emissions tailored to the environmental and commercial goals. Emissions incorporated within the Scope 3 figure below are for significant purchased goods, water use and waste, business travel, and also employee commuting – but not Media Campaign emissions (the IPA/GARM are currently working on measurement methodology).</p> <p>Online sources were used to calculate typical carbon emission values, with conversion factors published by the Department of Energy Security and Net Zero 7/6/23 for 2023 used to calculate the emissions for each element identified. (<a href="https://www.gov.uk/government/publications/greenhousegas-reporting-conversion-factors-2023">https://www.gov.uk/government/publications/greenhousegas-reporting-conversion-factors-2023</a>).</p> <p><i>In June 2023 an ISO14001 objective led us to undertake an electricity reduction initiative which resulted in office consumption reducing by circa 10-15% per month for H2 of this baseline year.</i></p>	
<b>Baseline year emissions:</b>	
<b>EMISSIONS</b>	<b>TOTAL (tCO<sub>2</sub>e)</b>
<b>Scope 1</b>	<b>Zero</b>

<b>Scope 2</b>	<b>10.3 tCO<sub>2</sub>e</b>
<b>Scope 3</b> <i>Included sources:</i> <i>Water usage</i> <i>Water treatment</i> <i>Business travel</i> <i>Employee commuting</i> <i>Paper usage A4/A3</i> <i>IT equip. purchasing</i> <i>Waste (landfill)</i> <i>Waste (recycling)</i>	<b>19.1 tCO<sub>2</sub>e</b>
<b>Total Emissions</b>	<b>29.4 tCO<sub>2</sub>e</b>

### Current Emissions Reporting

<b>Reporting Year: 2024</b>	
<b>EMISSIONS</b>	<b>TOTAL (tCO<sub>2</sub>e)</b>
<b>Scope 1</b>	<b>TBC - measurement ongoing</b>
<b>Scope 2</b>	<b>TBC - measurement ongoing</b>
<b>Scope 3</b> <b>(Included Sources)</b>	<b>TBC - measurement ongoing</b>
<b>Total Emissions</b>	<b>TBC</b>

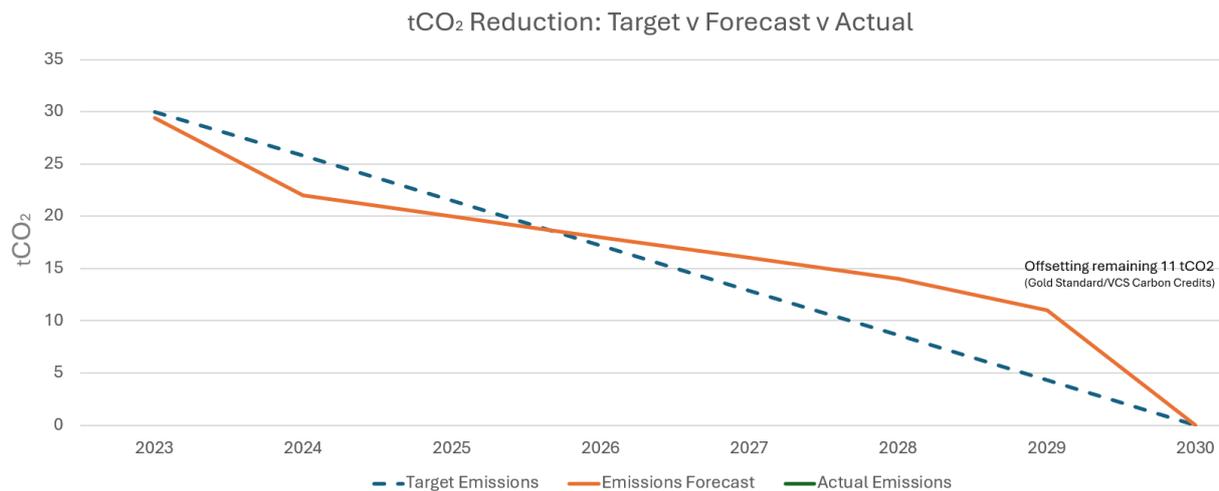
### Emissions reduction targets

We have set a Net Zero target by 2030, and as such we are implementing a Carbon Reduction Plan to reduce our Scope 1, 2 & core Scope 3 emissions, as included within our 2023 baseline year, by 60 per cent. This will leave circa 11 tonnes of carbon dioxide equivalent (tCO<sub>2</sub>e), the majority generated by unavoidable Employee Commuting, to offset at 2030/31 and beyond through the acquisition of verified (e.g. Gold Standard or VCS) carbon credits.

We have a set of ISO14001 environmental objectives for 2024 which include:

- Reduce CO<sub>2</sub> emissions by 25% versus 2023 (*in line with forecast*)
- Reduce waste to landfill by 20% versus 2023
- Reduce electricity use by a further 5% versus 2023

Our carbon reduction forecast can be seen within the graph below, with progress versus target to be updated annually:



## Carbon Reduction Projects

### Completed Carbon Reduction Initiatives

We have implemented several environmental management measures to help set our course for carbon reduction in the years leading to 2030. These include the development of an Environmental Management System (ISO14001 accredited in August 2023), along with the formation of the AMS Green Team in order to bring ideas and additional focus to the achievement of our environmental goals and Net Zero objective.

A range of office initiatives are in place as a result of these environmental management measures:

- Switching all office lighting to LED lightbulbs
- Installing timers on high power consuming office appliances
- Promoting the switching off of IT equipment (not on 'Standby')
- Driving a change to 100% renewable energy supply in 2024
- Switching to recycled paper (A3/A4 and washroom hand towels)
- Switching to eco soaps and detergents across the office
- Sourcing imperfect coffee pods to save them from landfill

It has been forecast that the carbon emission reduction which will be achieved by these initiatives across 2024 will lead to a significant reduction of 25% versus our baseline year of 2023.

Looking ahead, we anticipate that a multitude of additional measures will be implemented, such as improving our existing waste recycling scheme to reduce landfill, introducing initiatives to further reduce our electricity consumption, and a push to reduce travel by car/taxi\* (particularly petrol/diesel) for business and commuting purposes.

*\*no business flights taken within our 2023 baseline year, nor the preceding 3 years.*

## Declaration and Sign Off

This Carbon Reduction Plan has been completed in accordance with PPN 06/21 and associated guidance and reporting standard for Carbon Reduction Plans.

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard and uses the appropriate Government emission conversion factors for greenhouse gas company reporting.

Scope 1 and Scope 2 emissions have been reported in accordance with SECR requirements, and the required subset of Scope 3 emissions have been reported in accordance with the published reporting standard for Carbon Reduction Plans and the Corporate Value Chain (Scope 3) Standard,

This Carbon Reduction Plan has been reviewed and signed off by the board of directors (or equivalent management body).

**Signed on behalf of the Company/Supplier:**

*Paul Phelps*

Date: 10<sup>th</sup> March, 2024